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WHAT IS CLAIMED IS:

A digital camera comprising:

an imaging device for forming a digital image
data of an object;

5 a memory for storing a plurality of programs each to embed a watermark on the digital image data;

a program selector for selecting one of the plurality of programs; and

an embedding circuit for embedding the watermark 10 on the image data according to the program selected by the program selector.

- 2. The digital camera according to claim 1, further comprising a selector for selecting a user who uses the digital image data, wherein the program selector automatically selects the program in accordance with the selection by the selector.
- 3. The digital camera according to claim 1, further comprising a transmitter for transmitting the digital image data to one of places remote from the camera and a place selector for selecting the place to which the digital image data is transmitted, wherein the program selector automatically selects the program in accordance with the selection by the place selector.
- 4. The digital camera according to claim 1, further comprising a transmitter for transmitting the digital image data to one of places remote from the camera and a place selector for selecting the place to which the digital image data is transmitted, wherein the place selector automatically selects the place in accordance with the selection by the program selector.
 - 5. The digital camera according to claim 1, further comprising a transmitter for transmitting the digital image data to a place remote from the camera and a controller for inhibiting the transmitter from transmitting the digital image data to a place where

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the watermark caused by the selected program is not available.

- 6. The digital camera according to claim 1, further comprising a transmitter for transmitting the digital image data to a place remote from the camera and a controller for replacing the selection of the program if the digital image data is to be transmitted to a place where the watermark caused by the selected program is not available.
- 7. The digital camera according to claim 1, further comprising a transmitter for transmitting the digital image data to a place remote from the camera and a controller for giving a warning if the digital image data is to be transmitted to a place where the watermark caused by the selected program is not available.

A digital camera comprising:

an imaging device for forming a digital image data of an object;

an embedding circuit for embedding a watermark on the digital image data;

a transmitter for transmitting the digital image data to a place remote from the camera; and

a controller for inhibiting the transmitter from transmitting the digital image data on which the watermark is failed to be embedded.

9. The digital camera according to claim 8, further comprising a place selector for selecting the place to which the digital image data is transmitted, wherein the controller determines whether or not to actually inhibit the transmission in dependence on the selection of the place by the place selector.

10. A digital camera comprising:

an imaging device for forming a digital image 35 data of an object;

an embedding circuit for embedding the watermark on the digital image data; and

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a controller for controlling the embedding circuit to surely embed the watermark on the digital image data on which the watermark is failed to be embedded.

5 11. The digital camera according to claim 10, further comprising a transmitter for transmitting the digital image data to a place remote from the camera and a place selector for selecting the place, wherein the controller determines whether or not to actually control the embedding circuit to embed the watermark in dependence on the selection of the place by the place selector.

12. A digital camera comprising:

an imaging device for forming a digital image data of an object;

an embedding circuit for embedding the watermark on the digital image data; and

a controller for giving a warning if the watermark is failed to be embedded.

13. The digital camera according to claim 12, further comprising a transmitter for transmitting the digital image data to a place remote from the camera and a place selector for selecting the place, wherein the controller determines whether or not to actually give the warning in dependence on the selection of the place by the place selector.

14. A digital camera comprising:

an imaging device for forming a digital image data of an object;

a processor for getting a first and second picture image data on the basis of the same digital image data from the imaging device; and

an embedding circuit for embedding the watermark on one of the first and second picture image data with the other kept without the watermark.

15. The digital camera according to claim 14, further comprising a memory for storing the first and

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second picture image data under a specified relationship with each other.

- 16. The digital camera according to claim 14, further comprising a memory for storing the first and second picture image data, wherein one of the first and second picture image data is stored in the memory with an amount of data different from that of the other.
- 17. The digital camera according to claim 14, further comprising a memory for storing the picture image data and a selector for selecting whether to store both the first and second picture image data in the memory or to store only a selected one of the first and second picture image data in the memory.
- 18. The digital camera according to claim 14, further comprising a memory for storing the picture image data and a selector for selecting one of the first and second picture image data to be store in the memory.

20 19. A digital camera comprising:

an imaging device for forming a digital image data of an object;

an embedding circuit for embedding a watermark on the digital image data;

a setting circuit for setting whether or not to have the embedding circuit embed the watermark; and

a controller for forcibly controlling the embedding circuit to embed the watermark if the setting by the setting circuit is failed.

20. A digital camera comprising:

an imaging device for forming a digital image data of an object;

an embedding circuit for embedding a watermark on the digital image data:

a processor for processing the digital image data in accordance with one of a plurality of selective data forms, one of the data forms being suitable for the

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watermark, and another unsuitable; and

a controller for controlling the processor to replace the unsuitable data form by the suitable one under the necessity of embedding the watermark on the digital image data.

21. A digital camera comprising:

an imaging device for forming a digital image data of an object;

an embedding circuit for embedding a watermark 10 on the digital image data:

a processor for processing the digital image data in accordance with one of a plurality of selective data forms, one of the data forms being suitable for the watermark, and another unsuitable; and

a controller for giving a warning if the processor is to process the digital image data in accordance with the unsuitable data form under the necessity of embedding the watermark on the digital image data.

22. A digital camera comprising:

an imaging device for forming a digital image data of an object;

an embedding circuit for embedding a watermark on the digital image data:

a processor for processing the digital image data in accordance with one of a plurality of selective data forms, one of the data forms being suitable for the watermark, and another unsuitable;

a first setting circuit for selecting whether or not to have the embedding circuit embed the watermark;

a second setting circuit for selecting the data form; and

a controller for inhibiting a combination of setting of the first and second setting circuits in which the watermark is selected to be embedded and the form unsuitable for the watermark is selected.